

13TH ST. TROLLEYS DECLARED TOO FEW

Examiner Finds Service Is Inadequate to Handle Workers From Factories

MANY CARS FAIL TO STOP

Trolleys so crowded that the doors could not be closed, and stops to take additional passengers were not made, were found by Garfield Phillips, chief examiner for the Public Service Commission, during an inspection last evening of northbound cars on Thirteenth street at Spring Garden street.

on Spring Garden street and Routes 3, 20, 27 and 55 cars, north on Thirteenth. During the forty-five minutes twenty-three of the No. 20 cars passed north, twenty-five of the No. 3 cars, eleven of the No. 27 cars and fifteen of the No. 55 cars. Sixteen cars passed east on Spring Garden street, and fifteen west.



GRAMM-BERNSTEIN TRUCKS

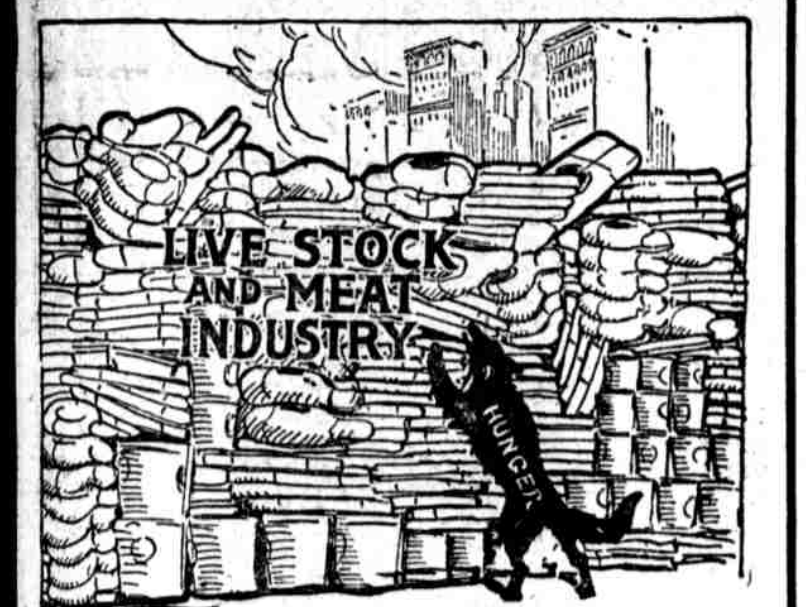
Contractors and Road Builders

This sturdy and convenient dump body on the 5-ton chassis is being extensively used by contractors, road builders, in public works and in general building operations.

The motor is of the Liberty Truck type, of which the U. S. Government used thousands. Gram-Bernstein tested it, with fully loaded chassis, for 18,000 miles over Pennsylvania mountains, Michigan and New Jersey sands and Indiana, Illinois and Iowa mud. It climbed Giant's Head Mountain at Wilkes-Barre, fully loaded, in record time. It carries all Gram-Bernstein characteristics—and such complete equipment, there are no extras to buy.

Gram-Bernstein Motor Truck Co. of Philadelphia Salesroom and Service Station 217-219-221 North 22d Street Locust 1086—Race 2013

1/2-2-2 1/2-3 1/2-5 TONS



Fighting Hunger

Hunger is never more than a few days away from the American people.

The coal strike showed us what a narrow margin the country goes on, even in a non-perishable necessity which can be stored.

Swift & Company is engaged in the business of fighting hunger.

From coast to coast, from the Great Lakes to the Gulf, the lines of defense are drawn—packing plants at strategic points; branch houses in four hundred towns and cities; hundreds of car routes; thousands of refrigerator cars; tens of thousands of loyal men and women expert in their work.

Day by day, hour by hour ceaselessly, this fight, your fight, goes on. Yet so smoothly, surely and victoriously that you, unaware how close hunger always is, are as certain each night of tomorrow's meat as you are of tomorrow's sun.

And so economically is this done that the cost to you for this service is less than three cents a pound of meat sold. The profit shared in by more than 30,000 shareholders whose money makes the victory possible is only a fraction of a cent a pound on all products.

If hunger did not make it necessary for us to fight this fight in the best possible way for all concerned, the competition of hundreds of other packers, large and small, would compel us.

Swift & Company, U. S. A.

Seven Wholesale Distributing Markets Central Office, 9th and Girard Ave. F. M. Hall, District Manager



Here is Your Favorite Flavor My Dear

Give Delight by Serving

Healthy and Nourishing Food for Your Children

MADE OF PURE SWEET CREAM, FINEST CASE SUGAR AND NATURAL FRUIT FLAVORS.

Ice Cream was first served in England at a banquet of Charles I—today it is a popular delicacy everywhere.

COLONIAL ICE-CREAM

"All Tempting Flavors"

"Better Ice Cream Can't Be Made."

DO Colonial Days conjure in your mind a picture of sweetened cream? You are visualizing the time of Pure Cream, the Finest Case Sugar and Natural Fruit Flavors.

COLONIAL ICE CREAM is made in the sweetest, cleanest and most modern plant in the world, at Fourth & Poplar Streets, and what you see there will ever you want the best ice cream made.

No Social Event Is Complete Without

COLONIAL ICE-CREAM

Be certain of the success of that important afternoon tea and what—the formal evening house party, or any social event you plan.

Just include COLONIAL ICE CREAM and your guests will recognize and appreciate your thoughtfulness to serve them this happy mixture of Pure Cream, the Finest Case Sugar and Natural Fruit Flavors.

COLONIAL ICE CREAM is a wonderful revelation of how tasty, delicious, wholesome and good, Ice Cream really can be.

COLONIAL ICE CREAM is made in a most modern and cleanest plant in the world, at Fourth & Poplar Streets.

ICE CREAM CAN'T BE MADE.

"All Tempting Flavors"

DEALERS: If the Colonial Ice Cream man has not yet called to see you, please phone or write us, and we'll tell you all about our new Colonial Ice Cream Service Plan.

You Can Recognize the Highest Quality Ice Cream by This Winsome Colonial Belle

COLONIAL ICE CREAM CO. Fourth and Poplar Streets Philadelphia

Of Course You Have Seen the Advertising of COLONIAL ICE-CREAM

THE beautiful outdoor displays in all sections of the city, painted by the Thos. Cusack Co., have already attracted the attention and aroused the admiration of thousands of Philadelphians. In a few days you will see the artistically designed and exquisitely colored cards in all the street cars, and the equally tempting and appetizing store posters and displays in hundreds of store windows.

Then, you will see in the leading newspapers the attractive advertisements reproduced above in miniature.

And, of course, you will want to eat some of this delicious Colonial Ice Cream. Thousands of men, women and children are already eating it, because hundreds of dealers are already serving it. Once you eat a plate of this truly wonderful food confection, you will agree with all the folks who are enjoying Colonial Ice Cream every day, that Colonial is without question the finest and most delicious ice cream made in Philadelphia.

Why, even all the other ice cream manufacturers are shaking their heads and saying "Oh, yes, Colonial is the best quality ice cream produced today, but they can't keep it up and make money."

Well, we're just going to fool these wise birds—we will keep up this superior quality as long as we stay in business, and that's going to be a long time.

We've spent \$1,500,000 for a plant at Fourth and Poplar streets, we're investing \$250,000 in advertising and we're smart enough to know that with the tremendous investment we've got to keep up our quality to make good.

We also know that no matter how much advertising we do we can't fool the public. Advertising is a mighty force which works two ways—it will establish a product of quality and help its sales, or it will kill a product of no quality.

Quality only has made Colonial the Premier Ice Cream of Philadelphia

Special notice to Dealers—We are adding more names to our large list of happy dealers. If you want to increase your business, please your customers, and enjoy real honest-to-goodness service, get in touch with us at once—by mail, or telephone.

COLONIAL ICE CREAM CO. Fourth and Poplar Sts., Philadelphia Temporary telephones: Bell—Market 1466 Keystone—Park 201

COLONIAL ICE-CREAM All Tempting Flavors

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